

Farmers Market Vendor Certifications in a nut shell:

No matter what you're selling – if you're selling it, you're in business.

Visit <http://www.stateofflorida.com/portal/desktopdefault.aspx?tabid=8> to find out more about collecting state sales tax, proper licensing and more.

If you're selling Value Added/Processed Food (bread, jelly, prepared meals, chopped greens) you must (1) have a food permit, (2) prepare the foods in a facility that meets certain state and federal standards and (3) have a certified Food Protection Manager.

1. Mobil Food Vendors can expect to pay a \$275 annual fee for their food permit.
2. General Requirements for the Manufacturing, Processing, Packing, Holding and Retailing of Foods can be found at <https://www.flrules.org/gateway/readFile.asp?sid=0&tid=1035492&type=1&file=5K-4.004.doc>
3. Section 500.12 (6) of the Florida Statutes requires the department to adopt rules for the certification of food protection managers. The rule is chapter 5k-4.021 of the Florida Administrative Code. ALL food establishments including mobile vendors permitted by the department must have a certified food manager. If you have questions about the Food Manager Certification Program, please visit <https://www.flrules.org/gateway/readFile.asp?sid=0&tid=1035783&type=1&file=5K-4.021.doc> AND <http://www.doh.state.fl.us/ENVIRONMENT/COMMUNITY/food/foodmanager.htm>

State contact who can answer additional questions:

Aggie R. Hale, Environmental Administrator
3125 Conner Boulevard, Suite H, Tallahassee, FL 32399-1650
email: foodinsp@doacs.state.fl.us
Phone: (850) 245 - 5520 | FAX: (850) 245 - 5553

The Division of Food Safety is your best resource on Florida food regulations and licenses. You can visit their website at <http://www.doacs.state.fl.us/fs/>

If you're selling plants in dirt (nursery plants); you need a Nursery License. Contact Division of Plant Industry in Gainesville 352-372-3505. They will send an inspector out to see your plants and fill out an easy form. Entry level fee is \$25. As your nursery stock increases, so does the annual inspection fee.

If you want to label your produce as "Organic", it must be certified by an approved certifying agency – but, you're exempt from organic certification if you grow or handle less than \$5,000 gross sales from organic produce. However, you must still be in full compliance with the National Organic Program's (NOP) rules and regulations. Florida Organic Growers (FOG) is the state's approved certifying agency in Gainesville 352-377-6345. You will need to document that the land you're growing on has met organic standards for the past three years. Certification fees are based on how many acres you have under organic production. Certification fee for a 0-20 acre plot is approximately \$425. Certification for a 200 acre farm is approximately \$550. Certification takes 60-90 days and includes an inspection.

Florida doesn't currently have cost-share program to help pay for the Certification process, but funding may come from the USDA National Organic Program (NOP) to help offset the expense. The FOG maintains a waiting list for cost share funding. Erin Mullane is the Organics expert at the State Department of Agriculture – she can be reached at 850-922-9928.

More information can be found at

http://www.usda.gov/wps/portal/!ut/p/.s.7.0.A/7.0.1OB?navid=ORGANIC_CERTIFICATIO&navtype=RT&parentnav=AGRICULTURE

If you're selling fresh produce You need a Growers Permit. These are free. Simply ask Jim DeValerio to register you as a Grower. His number is 904-966-6224 or email: jtd@ufl.edu

If you're selling fresh produce by weight visit

<http://www.doacs.state.fl.us/standard/weights/infobus.html#question1>

Your scale must be a certain kind and it must be inspected. Otherwise, sell by the bag, basket or handful.

"Fresh From Florida" Florida Agricultural Promotional Campaign (FAPC)

The FAPC provides an opportunity for Florida's agricultural industry to benefit from a multi-tiered advertising campaign coordinated by the Florida Department of Agriculture and Consumer Services. Those participating in the program are authorized to use a variety of distinctive logos on their promotional materials so that consumers and buyers can easily identify Florida agricultural products.

Many retail stores are also using point-of-purchase materials which feature the logo. In addition, radio, television, print and billboard advertising is utilized to promote Florida agriculture and to create a positive image of the Florida farmer.

The promotional campaign was authorized by the Florida Legislature in 1990. The Florida Department of Agriculture and Consumer Services was designated to implement the program, following guidelines established by an advisory council. The council is composed of producers, shippers, packers, retailers, commodity association representatives and a consumer and Department representative.

Benefits of Membership

As a participant you will benefit from this multi-media advertising campaign. By placing FAPC logos on your products and packaging, consumers can easily identify and purchase Florida-grown products. Advertising products with the Fresh from Florida and From Florida logos increases consumer awareness of the availability and freshness of Florida products and increases your sales.

As a member, you will:

- Receive artwork of Fresh from Florida logos to use on products, packaging and promotional items.
- Tie-in to supermarket commodity promotions when retailers promote Florida agricultural products in newspaper and home circular advertisements.
- Have the opportunity to receive industry trade show assistance at a reduced cost.
- Receive "Fresh from Florida," the FAPC promotional magazine and directory. These publications serve as communication tools for industry buyers and are distributed by mail and at industry trade shows.
- Receive commodity-specific and generic promotional point-of-purchase material.
- Receive a 30 x 40-inch aluminum sign customized with your business name. (Benefit available to paid members only)
- Receive the monthly Florida Agri-Journal.
- Cost: \$50

Visit: http://www.florida-agriculture.com/marketing/fapc_membership.htm for more information and an application.